

TRADEWINDS

California Department of Food and Agriculture
Agricultural Export Program

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SPECIAL PROMOTION FOR ISRAEL'S AGRITECH 2003

Agritech 2003, Israel's triennial international exhibition showcasing agricultural products, machinery and technology from Israel and around the world will be held at the Tel Aviv Fairgrounds from September 15-18. This will be a wonderful opportunity for California companies to explore business partnerships in Israel and meet with related companies from the region.

To encourage participation, the California Technology, Trade and Commerce Agency has put together an all-inclusive land package which combines the best of what the exhibition has to offer with two days of specially arranged one-on-one meetings for each U.S. participant. The package also includes a VIP escort through Ben Gurion Airport and transfer to the hotel, a full day of touring around Israel, breakfast at the hotel every day, two dinners, plus five nights at the David Intercontinental Hotel, the best hotel in Tel Aviv.

For further details, please contact Sherwin Pomerantz of the California Technology, Trade and Commerce Agency's Eastern Mediterranean Regional Office at: Sherwin@atid-edi.com.

NEWS

NEW DATES FOR HOFEX

As a consequence of SARS (Severe Acute Respiratory Syndrome) and its impact on HOFEX 2003, the 10th Asian International Exhibition of Hospitality Equipment, Supplies and Technology, Food and Drink, has been further re-scheduled to run from February 10-13, 2004 at the Hong Kong Convention and Exhibition Centre, instead of the originally published re-scheduled dates of July 15-18, 2003.

Having received considerable feedback from exhibitors, visitors and supporters, it was deemed necessary to further re-schedule HOFEX. Organizers were concerned not only with the health implications associated with SARS, but also with providing a rewarding show.

"We believe the new dates will give us the best chance of delivering a worthwhile and successful exhibition to our exhibitors and a top quality buying audience," said Mr. Daniel Cheung, General Manager of Hong Kong Exhibition Services Ltd.

MAP BRANDED PROGRAM PRE-QUALIFICATION WORKSHEET AVAILABLE ONLINE

The pre-qualification worksheet for the upcoming 2003-2004 MAP Branded Program year is now available online.

The Branded Program is a cost-share funding program that supports the promotion of brand name* food and agricultural products in foreign markets. By providing participants with 50% cost reimbursement for eligible marketing and promotional activities, this program enables companies to effectively break into new foreign markets.

*The term "brand name" is used loosely here. Companies promoting products via private label and bulk sales are often eligible.

For the pre-qualification worksheet and further information on the Branded Program and its application process, visit <http://www.wusata.org/services/branded/index.html>.

UPCOMING TRADE EVENTS

Sponsored by the California Department of Food and Agriculture

IFIA

June 11-13, 2003, Tokyo, Japan

ANUGA

October 11-15, 2003, Cologne, Germany

The AEP hosts the California Pavilion at ANUGA. Located within the USA section, the California Pavilion will consist of 14-16 booths, plus a multi-purpose lounge for supplier-buyer meetings and wine tastings.

See brochure with details and application on the Web at: http://www.calagexport.com/trade_shows.asp

New to the E.U.: A panel seminar on entering the European Union food and agriculture market

June 20, 2003, 9 a.m. - 3 p.m.

Via video conference in San Jose (panelists), Chico, and Turlock; other locations pending
\$35 per person, includes lunch and resource handouts

A panel of experts will discuss issues specific to the European Union regarding packaging and labeling, phytosanitary issues, shipping, distribution and more. The seminar with panelists will be held at San Jose State University and video conferenced to other California locations.

Space is limited! Pre-register by June 18. See details on the Web at http://www.calagexport.com/trade_shows.asp

For information regarding any of these upcoming events, please e-mail the Agricultural Export Program: aepinfo@cdfa.ca.gov

ADDITIONAL TRADE EVENTS

AGROEXPO 2003 (American Café)

July 31- August 10, 2003 Columbia

Sponsored by the Office of Agricultural Affairs, US Embassy, Bogota.

Contact Teresina Chin—teresina.chin@usda.gov

Great American Food Show 2003

September 30-October 1, 2003 Dominican Republic

Sponsored by the Foreign Agricultural Service, American Embassy, Santo Domingo.

Contact Teresina Chin—teresina.chin@usda.gov



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RECENT FAS/USDA REPORTS

The following reports of interest were released during the month of May. Reports are available on-line at www.fas.usda.gov

China: Proposed standards (various products)

Thailand: US export issues

Mexico: Animal product requirements

JAPANESE AGRICULTURAL EXCHANGE PROGRAM SEEKS PARTICIPANTS

The Hokkaido International Agricultural Exchange Association (HIAA) is a non-profit organization established in 1988 under the supervision of the Agricultural Administration Department of the Hokkaido government. Its purpose is to contribute to the development of Hokkaido's agriculture and the promotion of agriculture through the dispatch and acceptance of trainees.

The group is currently looking for agriculture-related organizations in the United States to accept trainees from Hokkaido. Trainees would engage in practical work in an agricultural industry (dairy, beef, vegetable, floriculture, etc.).

California companies interested in participating in this program may contact the HIAA at: hiaa@cocoa.ocn.ne.jp.

CONSULTANCY FIRM OPERATING ON INDIAN SUBCONTINENT

GSI Associates represents commodity groups, companies, and commissions in the agriculture and foodstuff industries and has been marketing their products and services in India, Nepal, and Bangladesh. The group conducts various types of market research for its overseas clients, does promotions such as in-store demonstrations and product tastings, and provides training facilities to vendors and fruit sellers.

For more information, please contact the organization at: gsia@vsnl.net.

EXPORT OPPORTUNITIES

- A Spanish company is seeking a producer to supply frozen burritos, frozen tacos, frozen guacamole, frozen avocado pulp, and frozen avocado halves
- A Mauritian company is looking for a supplier for 20,000 metric tons of long grain/long shaped white rice
- A company in Taiwan is seeking suppliers for pre-cooked, frozen, microwaveable omelets
- A Japanese company is seeking suppliers of frozen cut melons
- A Japanese company is looking for suppliers of canned or bottled jalapeno peppers

If you are interested in one or more of these export opportunities, please e-mail the Agricultural Export Program: aepinfo@cdfa.ca.gov

VENEMAN NAMES FIVE NEW MEMBERS TO EMERGING MARKETS ADVISORY COMMITTEE

On May 27, 2003 Agriculture Secretary Ann M. Veneman announced the appointment of five new members to the U.S. Department of Agriculture's Advisory Committee on Emerging Markets.

"We appreciate these individuals for agreeing to contribute their time and expertise to serve on this committee and help identify emerging markets for American producers, processors and exporters," said Veneman.

Newly appointed are: Gail R. Carlson of Arlington, Va.; GERALYN C. CONTINI of Baton Rouge, La.; Harriett A. Paul of Tallahassee, Fla.; John F. Tarburton of Dover, Del.; and James J. Willrett of Malta, Ill. These new members will join the other 15 members currently serving on the committee.

The committee reviews funding proposals under the Emerging Markets Program, which is managed by USDA's Foreign Agricultural Service. This program supports private and governmental projects to promote U.S. agricultural exports in emerging economies. Committee members must have expertise in international agriculture, trade and development, especially as they relate to emerging market economies.

Information on the advisory committee and the Emerging Markets Program is available on the Web at <http://www.fas.usda.gov/mos/em-markets/em-markets.html>. Source: USDA Press Release

STATEMENT BY U.S. AGRICULTURE SECRETARY ANN VENEMAN REGARDING BSE INVESTIGATION IN CANADA

"I have spoken with Canada's Agriculture and Agri-Food Minister Lyle Vancilief a short time ago about Canada's investigation and feel that all appropriate measures are being taken in what appears to be an isolated case of bovine spongiform encephalopathy. Information suggests that risk to human health and the possibility of transmission to animals in the United States is very low.

"USDA is placing Canada under its BSE restriction guidelines and will not accept any ruminants or ruminant products from Canada pending further investigation. We are dispatching a technical team to Canada to assist in the investigation and will provide more detailed information as it becomes available."

The Secretary's statement goes on to describe the U.S. government's efforts in BSE surveillance and prevention. For example, in 1997 it banned the use of most mammalian protein in the manufacture of animal feed intended for cows and other ruminants to stop the way the disease is thought to spread. In addition, there are USDA prohibitions on the import of live ruminants, such as cattle, sheep, goats and most ruminant products from countries that have or are considered to be at risk for having BSE. The USDA also tested 19,990 cattle in fiscal year 2002 for BSE using a targeted surveillance approach.

Source: USDA Press Release

OPPORTUNITY TO MEET WITH SINGAPORE IMPORTERS

Three well-known importers from Singapore will be visiting the WUSATA offices in Vancouver, Washington on June 25, 2003, and are scheduling meetings with those interested in exporting their products to this market. Shin Chin Distributors, Auric Pacific Marketing, and Indoguna Pte Ltd., represent several major American companies, and may have an interest in private label products. They have the ability to import shelf stable as well as frozen goods, and have retail and food service distribution capabilities.

The meetings with the importers are scheduled from 2:00 to 5:30 PM. One-on-one presentations by interested parties with these importers will occur on a rotating basis, and each presentation may be between thirty and forty minutes long.

There are a very limited number of time slots still available, so if you are interested in meeting with these companies, contact Bahman Dejbod at WUSATA at Bahman@WUSATA.org.



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